

What is claimed is:

1. A printed publication containing product descriptions for selecting and ordering products, the printed publication comprising:
  - a product category page providing an overview of a plurality of steps, wherein a step has a corresponding indicator;
  - at least one page after the product category page providing selections within a product category, wherein a selection has a corresponding indicator;
  - an order form in which information regarding product selections is entered, the order form having one or more sections that correspond to the plurality of steps, thereby facilitating the product ordering process; and
  - a measuring guide that provides a measuring process for a product category such that measurements taken are easily transferred to the order form.
2. A printed publication as recited in claim 1 wherein the printed publication is a mail-order catalog intended for selling window treatment products.
3. A printed publication as recited in claim 1 wherein the plurality of steps has a fixed format for two or more product categories.
4. A printed publication as recited in claim 1 wherein the plurality of steps has a similar appearance for two or more product categories.
5. A printed publication as recited in claim 1 further comprising an ordering system checklist.
6. A printed publication as recited in claim 5 wherein the ordering system checklist includes a design selection choice, a measure choice, and an order choice.

7. A printed publication as recited in claim 1 wherein pages within the printed publication corresponding to a particular product category, the order form, and the measuring guide are in close proximity of each other.
8. A method of purchasing a product using a printed publication, the method comprising:
  - selecting a product category;
  - selecting an item within the selected first product category;
  - referring to a measuring guide applicable to a plurality of product categories including the selected product category; and
  - completing an order form for the selected product category, the order form including a first section corresponding to the selected product category and selected first item and a second section corresponding to measurements.
9. A method as recited in claim 8 wherein the item is a design selection relating to the product category.
10. A method as recited in claim 8 further comprising referring to measuring instructions for the selected product category.
11. A method as recited in claim 8 further comprising selecting a second product category wherein the steps of selecting a first item, referring to a measuring guide, and completing an order form for the product category are the same as for the second product category.